The buttons perform different actions based on the context:

On ground: Low profile

Assassinate	(with hidden blades selected) X
Attack	X
Use Secondary Weapon	Y
Walk	L
Interact	X, Y, B or A (check on-screen tips)
Talk	B
Pickup weapon/ Pick up body	B
Drop	B
Gentle push	B
Lock	LT
Eagle Sense	Press L
Assassinate Target	LB
Special Attack	Hold X then release
Synchronise	When standing on a Viewpoint Press L
Weapon Selector	Hold RB
Quick Inventory	D-pad
Steal	(next to a citizen) A

On ground: High profile

Assassinate	(with hidden blades selected) RT + X
Attack	RT + X
Use Secopndary Weapon	RT + Y
Run and Freerun	RT + left stick
Interact	RT + X, Y, B or A (check on-screen tips)
Talk	RT + B
Grab	RT + B
Grasp	while falling, B
Tackle	While running near a target, RT + B
Lock	RT + LT
Eagle Sense	RT + Press L
Assassinate Target	Lock Target then press, RT + LB
Special Attack	RT + Hold X then release
Shove	(while running toward a civilian hold) RT + B
Hook and Run	(while running toward a guard Hold) RT + B
Hook and Throw	(while running toward a guard Hold) RT + Tap B
Sprint	(while running hold) RT + A

In Fight: Low profile

Kick	A
Attack	X
Use Secondary Weapon	Y
Grab	B
Combo	Press X
Call Back-up	Press LB
Special Attack	Hold X and release
Throw	(while grabbing a guard or citizen) B
Headbutt	(while grabbing a guard or citizen) Y
Knee	(while grabbing a guard or citizen) A
Punch	(while grabbing a guard or citizen) X

In Fight: High profile

Counter Attack	RT + X
Dodge	RT + A
Counter Grab	When grabbed RT + B
Counter Hook and Run	RT + Hold B
Counter Hook and Throw	RT + Tap B
Counter-Steal	RT + Y
Call Back-up	RT + LB
Disarm	(with Fists selected) RT + X

Factions

Hire	(when locked on to a faction - mercenary, courtesan, thief) B
Follow	B
Stop	B
Use Faction	Lock on to the target and press B